IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Feathers *et al.*	**Examiner:** **Joseph Fischetti**
Serial No. 09/682,791	Art Unit: 3627
Filed: Oct. 19, 2001	Atty Docket No: 98753-011342
For: **METHOD AND SYSTEM FOR DYNAMICALLY MAINTAINING INTERNET ASSOCIATIONS**	Customer No: **32790**

AMENDMENT, RESPONSE, AND REQUEST FOR RECONSIDERATION UNDER 37 CFR 1.116

Commissioner for Patents   October 7, 2004
220 20TH Street S.
Customer Window
Crystal Plaza Two, Lobby, Room 1B03
Arlington, VA 22202

SIR:

In response to the Official Action dated April 7, 2004, please amend the above-captioned application as shown hereinbelow, and consider the following remarks. Moreover, this communication constitutes a petition for an extension of time and, in view of the enclosed fees of $490, the deadline for response is extended three months to October 7, 2004. Applicant is a small entity.

REQUEST FOR INTERVIEW

Applicants hereby request a formal interview with Examiner Fischetti. Applicants believe that such an interview will serve to expedite prosecution of the present application, and to facilitate amendments to the claims in corresponding Divisional

Serial No.: 09/682,791

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Feathers *et al*	) Atty. Dkt:) 98753-011342
Invention: **METHOD AND SYSTEM FOR**	)
DYNAMICALLY MAINTAINING	) **Ser. No. 09/682,791**
Filed: Oct. 19, 2001 **INTERNET ASSOCIATIONS**	)
	) Oct. 7, 2004

AMENDMENT AND EXTENSION OF TIME, FILING RECEIPT AND TRANSMITTAL

Commissioner for Patents
220 20TH Street South
Customer Window
Crystal Plaza Two, Lobby - Room 1B03
Arlington, VA   22202
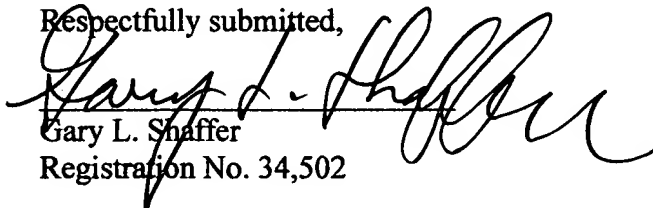
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OCT 1 3 2004

GROUP 3600

Sir:

In connection with the above-captioned application, applicants submit herewith:

1)   An Amendment and Request For Reconsideration (8 Pages), including a Request for an Interview;

2)   Check No. **1097** in the amount of $490. in payment for a three-month extension of time (small entity) under Rule 117(a)(3); and

3)   This Transmittal/Filing Receipt.

        Please send all correspondence regarding this matter to the undersigned at the address shown below.

Respectfully submitted,

Gary L. Shaffer
Registration No. 34,502

Customer No. 32790

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applications which applicants intend to file soon. Accordingly, applicants request the Examiner to contact the undersigned counsel for applicant by telephone to arrange a formal interview to occur sometime in November, 2004.

CONFIRMATION OF ELECTED CLAIMS

Applicant hereby confirms the election of the claims of Group IV, Claims 21-30, for prosecution on the merits. Thus, claims 1-20 are withdrawn from consideration. This election is made without prejudice or limitation to applicants' right to pursue the claims now presently withdrawn from prosecution, claims 1-20.

PRELIMINARY REMARKS

Applicant believes the presently pending claims are allowable. Nonetheless, in the event that Examiner Fischetti does not immediately find the claims to be allowable, the formal interview is requested in order to expedite prosecution of the present application.

BACKGROUND

Significant aspects of methods of the invention are facilitated primarily by software residing on the computer of a user, for example, a prospective consumer. The user downloads a software application for facilitating the invention in the form of one or more modules that are adapted and arranged as browser plug-ins. The software application ("TSA") can be downloaded from a website, floppy disc, CD-ROM, or other digital media such as that provided when a new computer or Internet communication device is purchased. The TSA is adapted and arranged to interact with one or more web browsers already situate on the user's device or computer, for example, with Internet Explorer or Netscape Explorer.

The User issues an Initial Request to go to a merchant website (the "target website"). That Initial Request is intercepted by the TSA before the Initial Request can navigate the network, and is then processed by the TSA to determine if the target website

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is one of those listed in a Merchant Array contained in the TSA. If the merchant website is one of those listed in the Merchant Array, the TSA then amends an Affiliate Identifier ("AF") to the Initial Request. The AF identifies the specific affiliate as the referring source. Typically, the Affiliate Identifier is one chosen from an Identifier List contained within the TSA. Then, the TSA re-issues the Initial Request as an Amended Request and forwards the Amended Request to the target website. The Initial Request is typically then discarded when the Amended Request is issued by the TSA. Thus, before the Initial Request is forwarded across the network, it is processed by the TSA in accordance with the methods of the invention to determine its identifier status, and forwarded as an Amended Request containing an Affiliate Identifier.

Prompted by the Amended Request, the target merchant website issues a "navigate complete" response to the User's computer. The TSA receives that navigate complete response from the target merchant website, and then examines the received navigate complete response to determine if the amended Affiliate Identifier is present in the received navigate complete response. If the amended Affiliate Identifier is not present in the received response, the TSA adds an Affiliate Identifier to the request and re-issues a second Amended Request to visit the target web-site, which second Request includes an Affiliate Identifier. Thus, the present methods are dynamic in that they repeatedly examine and process requests to ensure that they contain an Affiliate Identifier.

Thus, modules of the invention are adapted to reside in the communication path between the user's browser and the Network Interface Connection ("NIC") such that, each time information passes through a module, the information is evaluated to determine whether the proper affiliate identification information is included. The dynamic, or ongoing, nature of such evaluations ensure that proper credit is credited in accordance with agreements between affiliate referring sources and merchants.

In the event that the target merchant website is not one of those listed in the Merchant Array, the TSA does not amend an identifier to the Initial Request but, instead, forwards the Initial Request to the target website.